Introduction

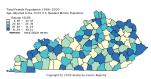
Team Up is a national partnership to increase cancer screening among rarely/never screened individuals. The National Partners include the American Cancer Society (ACS), Centers for Disease Control (CDC), National Cancer Institute (NCI), and the United States Department of Agriculture (USDA). Currently, Team Up is focusing efforts to increase breast and cervical screening rates in six high mortality states: Alabama, Georgia, Kentucky, Missouri, South Carolina, and Tennessee. This poster is about the Kentucky Team Up project.

Assess Program Priorities

- The Team quickly identified high-risk counties to focus on in Eastern KY.
- Data from the Kentucky Cancer Registry was analyzed and evaluated
- Counties with high invasive cervical and breast cancer rates were selected
- Base-line data was gathered on known screening rates from: Medicaid, Medicare, KY Women's Screening Program, Health Insurance plan (Anthem)

Age-Adjusted Cancer Mortality Rates in KentuckyFemale Breast Cancer. 1996 - 2000

KentuckyTEAM-UP Counties





Identify Potential Partners

The federal pilot got us off to a good start by encouraging ACS, NCI, CDC, & the USDA to all work together In KY we also added, the KY Cancer Program (KCP), Health Care Excel, the KY River Health Network, the Appalachia Cancer Network, and a host of communitylevel partners

Floyd County Cancer Coalition



Breathitt County Extension



Determine Effectiveness Of Different Intervention **Approaches**

After almost of year of data gathering on what has been done and is being done in Eastern KY, the team turned to Cancer Control PLANET and analyzed research tested interventions posted. http://cancercontrolplanet.cancer. gov

TEAMO Cancer screening saves lives

Find Research-tested Intervention Programs And **Products**

- The Team & Community partners decided to mold our intervention after the Forsyth county project IDENTIFIED ON THE PLANET
- A multi-layered intervention strategy was planned by three committees: Media, Client-based education, Provider education & interventions
- Media Took Kit Created
- Brochures
- Book marks
- Church bulletins
- PSAs
- Newspaper articles





Cervical Cancer Survivor Sandy Good



Breast Cancer Survivor Wilma Nickell

Plan And Evaluate Your **Program**

Educational Tools for Breast and Cervical Cancer Intervention

- Curriculum developed and used by the county extension agent and partners

 • Two distinct sections for Breast and Cervical Cancer
- Facilitators Guide to aid in implementation
- Facilitator's Guide Components
- Identifying potential partnersTeaching Strategies
- Marketing your program
- Materials and equipment needed for each lesson
- Media and PSA tips
- Teaching tips
- NCI publications available
- Cooperative Extension Related pubs
- Cancer Centers within the state
- Kentucky Cancer Program Resource guide

Process: the degree to which the pilot training succeeded in establishing synergistic state partnerships

Impact: the degree to which state partnerships adopted and implemented an evidence-based approach to increase breast and cervical cancer screening

Outcome: the degree to which women at high-risk for breast and cervical cancer received screening in the target states

Curriculum Evaluation

All Evaluation Forms are to be mailed to State Team for data entry and analysis. Data collected in each county Marketing/Media toolkit lesson content and structure

Clientele knowledge pre and post

Program Evalution

- State data
- Mammography screening data from the KDCCEDPHealth Care Excel (Medicare)
- ACS Provider Education
- KY River Health Network - Anthem

Measuring Impact across the state

- Each pilot county will be matched with a control county based on SES, race/ethnicity, population, etc.
 These counties will not receive any additional breast
- and cervical cancer education materials.
- At the end of the pilot will compare to see if enhanced intervention had any impact on screening rates in these

Team Up KentuckyTime line

Monthly

- Breast/cervical event
- Check in with Research Assistant
- •Tracking forms submitted monthly NATIONAL PILOT END DATE JUNE 2007

- Financial Sponsors • KY Women's Screening Program
- USDA CREES
- KOMEN Foundation
- Appalachia Cancer Control Network (ACCN)
- The American Cancer Society (ACS)

For more Information you may contact either State Team Coordinator

Vivian Lasley-Bibbs vbibbs@gwmail.kysu.edu • 502-597-6799

Tami Kelder tkelder@cis.uky.edu • 859-219-9063 ext. 7463